

## ORDER



**Orders**  
**Order / Rev:** 680932  
**Alt Order #:** 06129888  
**Product Desc:** JIM RENACCI/CONGRESS  
**Estimate:** 2540  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 05/01/12 / 10/05/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Grp/ POI  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Jim Renacci for Congress  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	36	\$39,000.00	\$33,150.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	36	\$39,000.00	\$33,150.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$39,000.00</b>	<b>\$33,150.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/19/12	10/19/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	----F--	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,400.00		0.00			
E 2	WKYC	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,200.00		0.00			
E 3	WKYC	10/19/12	10/19/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	----F--	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$475.00		0.00			
E 5	WKYC	10/19/12	10/19/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$175.00		0.00			
E 8	WKYC	10/19/12	10/19/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,400.00		0.00			

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 Alt Order #: 06129888  
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Advertiser: Jim Renacci for Congress  
 Product Desc: JIM RENACCI/CONGRESS  
 Estimate: 2540

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKYC	10/22/12	10/22/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$475.00		0.00						
E 17	WKYC	10/22/12	10/22/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$175.00		0.00						
E 20	WKYC	10/22/12	10/22/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,400.00		0.00						
E 26	WKYC	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,600.00		0.00						
E 28	WKYC	10/21/12	10/21/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$2,400.00		0.00						
E 31	WKYC	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,400.00		0.00						
E 35	WKYC	10/18/12	10/18/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	---T---	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$475.00		0.00						
E 37	WKYC	10/18/12	10/18/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$175.00		0.00						
E 40	WKYC	10/18/12	10/18/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$2,400.00		0.00						
E 45	WKYC	10/23/12	10/23/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$2,400.00		0.00						
E 46	WKYC	10/23/12	10/23/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,200.00		0.00						
E 47	WKYC	10/23/12	10/23/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-T-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$475.00		0.00						
E 49	WKYC	10/23/12	10/23/12		CM	430a-5a	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00

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 Estimate: 2540  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 430a-5a 430a News															
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$175.00		0.00			
E 52	WKYC	10/23/12	10/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$2,400.00		0.00			
E 57	WKYC	10/17/12	10/17/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$2,400.00		0.00			
E 58	WKYC	10/17/12	10/17/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,200.00		0.00			
E 59	WKYC	10/17/12	10/17/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--W----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$475.00		0.00			
E 61	WKYC	10/17/12	10/17/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$175.00		0.00			
N 69	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$600.00		0.00			
N 70	WKYC	10/19/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$650.00		0.00			
N 71	WKYC	10/19/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,000.00		0.00			
N 72	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$600.00		0.00			
N 74	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,000.00		0.00			
N 75	WKYC	10/18/12	10/18/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$600.00		0.00			
N 76	WKYC	10/18/12	10/18/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$650.00		0.00			
N 77	WKYC	10/18/12	10/18/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00

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 Product Desc: JIM RENACCI/CONGRESS  
 Estimate: 2540

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N77	WKYC	10/18/12	10/18/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	---T---		1			\$1,000.00		0.00				
N78	WKYC	10/23/12	10/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-T-----		1			\$600.00		0.00				
N80	WKYC	10/23/12	10/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-T-----		1			\$1,000.00		0.00				
N81	WKYC	10/17/12	10/17/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--W----		1			\$600.00		0.00				
N82	WKYC	10/17/12	10/17/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--W----		1			\$650.00		0.00				
N83	WKYC	10/17/12	10/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--W----		1			\$1,000.00		0.00				
Totals														36	\$39,000.00